



Embassy of the United States of America

Santo Domingo, DN
15 August 2013

Subject: Request for Quotation #SDR860-13-Q-0009

Dear Prospective Quoter:

The Embassy of the United States of America invites you to submit a quotation to design and execute a comprehensive 2 to 4 week anti-fraud campaign, to be launched in early January 2014.

Your quotation must be submitted in a sealed envelope marked "Quotation Enclosed" to the GSO Procurement & Contracting Unit at **c/Pedro A. Lluberes #12; Gazcue** on or before **16:00 on 03 September 2013**.

Sincerely,

Silje M. Grimstad
Contracting Officer
General Services Office



SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30				1. REQUISITION NUMBER SDR860-13-Q-0009		PAGE 1 OF 3	
2. CONTRACT NO.		3. AWARD/EFFECTIVE DATE (mm-dd-yyyy)		4. ORDER NUMBER		5. SOLICITATION NUMBER	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME Silje M. Grimstad, Contracting Officer			b. TELEPHONE NUMBER (No collect calls) 809-731-4237		6. SOLICITATION ISSUE DATE (mm-dd-yyyy) 08-15-2013
9. ISSUED BY American Embassy Santo Domingo General Services Office 12 Pedro A. Lluberes; Gazcue Santo Domingo, DN 10205 Dominican Republic				10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR NAICS: SIZE STANDARD:			
				<input type="checkbox"/> SET ASIDE: % FOR <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> EMERGING SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A)			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/> 13a.		13b. RATING	
						14. METHOD OF SOLICITATION <input checked="" type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP	
15. DELIVERY TO Silje Grimstad, A/GSO American Embassy Santo Domingo 12 Pedro A. Lluberes; Gazcue Santo Domingo, DN 10205; Dominican Republic				16. ADMINISTERED BY GSO Procurement & Contracting Unit American Embassy Santo Domingo 12 Pedro A. Lluberes; Gazcue Santo Domingo, DN 10205; Dominican Republic			
17a. CONTRACTOR/ OFFEROR		CODE	FACILITY CODE	18a. PAYMENT WILL BE MADE BY Financial Management Office American Embassy Santo Domingo Ave. César N. Penson esq. Leopoldo Navarro Santo Domingo, DN; Dominican Republic			
TELEPHONE NO.							
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER				18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
1	Design/execute comprehensive anti-fraud advertising campaign. See separate Scope of Work.			1	all		0.00
							0.00
							0.00
							0.00
							0.00
(Use Reverse and/or Attach Additional Sheets as Necessary)							
25. ACCOUNTING AND APPROPRIATION DATA						26. TOTAL AWARD AMOUNT (For Govt. Use Only) 0.00	
<input checked="" type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input checked="" type="checkbox"/> ARE NOT ATTACHED							
<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND AND RETURN _____ COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.				<input type="checkbox"/> 29. AWARD OF CONTRACT: REF. _____ OFFER DATED _____ . YOUR OFFER ON SOLICITATION (BLOCK 5), (mm-dd-yyyy) INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, AS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)			
30b. NAME AND TITLE OF SIGNER (Type or print)		30c. DATE SIGNED (mm-dd-yyyy)		31b. NAME OF CONTRACTING OFFICER (Type or Print) Silje M. Grimstad, A/GSO		31c. DATE SIGNED (mm-dd-yyyy) 8/15/13	

The US Embassy Santo Domingo invites you to submit a quotation to design and execute a comprehensive 2 to 4-week anti-fraud campaign to be launched in early January 2014.

BACKGROUND: Each year the Consular Section of the U.S. Embassy in Santo Domingo runs an anti-fraud campaign to warn visa applicants of the perils of using fraudulent means to attempt to obtain visas. The campaign theme is based on the word “maco” which can mean toad in Spanish and also refers to fraud or fraudsters in local vernacular.

We request that each vendor addresses the following:

1. New Logo: Create a new logo design for the Maco campaign. This logo will be used on print materials and other promotional items for distribution (see below).
2. Print Materials: We are open to innovative ideas such as large posters to display outside the Consular Section, posters that could be plastered to taxi cabs and buses, or other print campaign materials to be displayed.
3. Merchandise to be distributed in waiting sections and in various outreach activities, and reaching approximately 5,000 people total. Examples of such merchandise are t-shirts with the new Maco design and slogan “no al fraude” or “no al fraude, no al maco,” tote bags, umbrellas, dominoes, baseballs, wall calendars, wristbands (for adults, teenagers and young kids) with the new Maco design.
4. Maco Campaign Advertisements:
 - I. Create new radio, video and print advertisements utilizing the same Maco theme: “¡Ten cuida’o con ese maco!” providing guidance on the benefits of seeking a legitimate path to a visa to the U.S. The ads will feature the campaign spokesperson selected by the Embassy and would end with the slogan “¡Vete a lo seguro, vete a lo legal!”
 - II. Run half page ads in the local newspaper Diario Libre for two weeks.
 - III. Target at least two radio stations in the northern part of the country with daily radio advertisements that provide anti-fraud messages as well as the telephone and e-mail address to report fraud for two weeks.
 - IV. Air the thirty second commercials on television during popular telenovelas and comedy shows for two weeks.
 - V. Provide Maco information to post on Facebook, Twitter, Embassy website and other social media.